GINOVUS

Critical Success Factors Required for Launch of the Bloomington CTP

1. Identify transition leadership for CTP initiative:
   - Important to ensure that momentum is sustained
   - Critical to have a person or entity responsible for implementation of the action plan
   - Issues: Staffing, leadership, funding etc.
   - Timeline: Completed by the end of 2006

2. Create a board of directors for the CTP:
   - Vital to select leaders from key constituent groups in the community
   - Important to include some members of CTP Advisory Board and new participants
   - Issues: Leadership, roles & responsibilities, etc.
   - Timeline: Completed by the end of 2006

3. The City of Bloomington and Indiana University finalize an agreement regarding key CTP issues:
   - Vital for both entities to view themselves as partners in the success of the CTP
   - Important to understand each organization's goals and objectives
   - Issues: Real estate, technology transfer, funding, parking, etc.
   - Timeline: Completed by the end of 2007

4. Secure control of critical real estate parcels from willing sellers in the CTP:
   - Critical to assemble real estate from willing sellers in order to attract private developers
   - Important to identify who should take the lead role in assembling property from willing sellers
   - Issues: Funding, leadership, land use policy, etc.
   - Timeline: Completed by the end of 2007

5. Select Executive Director of CTP:
   - Vital to hire a full-time employee to lead the initiative after a six-month transition period
   - Important to hire someone with entrepreneurial development, financial and real estate experience
   - Issues: Funding, leadership, process, etc.
   - Timeline: Completed by the end of 2007

6. Enhance InVenture:
   - Important to expand the size of the incubator to serve technology businesses and entrepreneurs
   - Critical to provide additional services (IURTC, Johnson Center, VC) to incubator companies
   - Issues: Real estate, funding, staffing, etc.
   - Timeline: Completed by the end of 2008

7. Open new parking garage in the CTP:
   - Critical to identify the best location in the CTP for the parking garage
   - Important to scale the size of the garage to meet short and long-term needs of the CTP area
   - Issues: Funding, approvals, selection of a contractor, etc.
   - Timeline: Completed by the end of 2009